

**REMARKS**

Applicant respectfully requests reconsideration and allowance of the subject application.

**Interview Request**

Applicant requests an Interview with the Examiner prior to issuing a response to this Amendment.

**35 U.S.C. §101**

Claims 34-38 stand rejected under 35 U.S.C. §101 as being directed to non-statutory subject matter.

Applicant has amended claim 34 herein to overcome this rejection.

Applicant respectfully requests withdrawal of the §101 rejection.

**35 U.S.C. §103(a)**

Claims 1-38 stand rejected as being unpatentable over Fields et al., U.S. Patent No. 6,128,655 (hereinafter "Fields") in view of Bernardo et al., U.S. Patent No. 6,247,032 (hereinafter "Bernardo"). Applicant respectfully submits that claims 1-38 are not unpatentable over Fields in view of Bernardo and requests reconsideration.

Fields is directed to a: "Distribution mechanism for filtering, formatting and reuse of web based content". (Fields Title). Fields discloses:

The invention provides an automated system for replicating published web content and associated advertisements in the context of a hosting web site. At the hosting web site, the invention includes the process of brokering a client browser's request for a web page, analyzing the returned content and

splitting it into component elements, extracting the desired component elements, recasting the desired elements in the look and feel of the hosting site and sending the recast content to the requesting client as a web page. Once the reformatted file is received at the client, the client browser interprets the HTML in the web page, presenting the content in the context of the hosting web site. On the content provider's web site, the details of the transaction in the web server logs are preserved, proxying a direct page view and ad impression. " (Fields Abstract).

Bernardo is directed to an: "Automated system and method for approving web site content". (Bernardo Title). Bernardo discloses:

A software tool is provided for use with a computer system for simplifying the creation of Web sites. The tool comprises a plurality of pre-stored templates, comprising HTML formatting code, text, fields and formulas. The templates preferably correspond to different types of Web pages and other features commonly found on or available to Web sites. Each feature may have various options. To create a web site, a Web site creator (the person using the tool to create a web site) is prompted by the tool through a series of views stored in the tool to select the features and options desired for the Web site. Based on these selections, the tool prompts the web site creator to supply data to populate fields of the templates determined by the tool to correspond to the selected features and options. Based on the identified templates and supplied data, the tool generates the customized Web site without the web site creator writing any HTML or other programming code. Automated routing for site approval to authorized approvers specified during creation of the web site is provided." (Bernardo Abstract).

As amended, **Claim 1** recites:

A computer executable method comprising:  
retrieving content from a plurality of content providers, wherein the retrieved content is to be displayed in at least one Web page;  
verifying a format of the retrieved content by comparing a data structure of the retrieved content with a data structure defined in a schema file;

rejecting particular content if the particular content format is not valid; and  
if the particular content is valid:  
scheduling the particular content to be displayed at a scheduled time; and  
displaying the particular content at the scheduled time, the particular content being displayed by a Web server.

Applicant submits that claim 1 is not taught, disclosed, suggested, or motivated by the cited references, alone or in any proper combination. In particular, the Fields reference fails to disclose or suggest “verifying a format of the retrieved content by comparing a data structure of the retrieved content with a data structure defined in a schema file”, as recited in claim 1. Fields is silent as to comparing the data structure of the retrieved content with a data structure defined in a schema file. Further, the Fields reference fails to make any suggestion of comparing the retrieved content data structure with a data structure defined in a schema file.

The Office Action states (page 3, item 10) that “Fields teaches a host enacting a ‘filter policy’ (i.e. a schema file) for a particular Web content provider’s submission format for parsing specific content (i.e. validating licensing, accepting specific ads, etc.) (Fields column 10 lines 23-37), therefore the retrieved format of the content is verified (compare with claim 1 “*verifying the format of the retrieved content*”). Applicant respectfully disagrees with this statement.

As mentioned above, amended claim 1 now includes “verifying a format of the retrieved content by comparing a data structure of the retrieved content with a data structure defined in a schema file”. Fields teaches use of filters (col. 9, line 38 et seq.; Figs. 6A and 6B) for accepting or rejecting *portions* of content in

accordance with a set of rules or policies. Note boxes 523 in Fig. 6A, which, if "checked", correspond to portions, which, if present in the content, are retained. This is not the same as verification of the format of the retrieved content by comparing a data structure of the retrieved content with a data structure defined in a schema file. In contrast, Fields presupposes that the format is acceptable. See, e.g., col. 1, lines 9 et seq., stating that:

The World Wide Web is the Internet's multimedia information retrieval system. In the Web environment, client machines effect transactions to Web servers using the Hypertext Transfer Protocol (HTTP), which is a known application protocol providing users access to files (e.g., text, graphics, images, sound, video, etc.) using a standard page description language known as Hypertext Markup Language (HTML). **HTML provides basic document formatting and allows the developer to specify "links" to other servers and files.** In the Internet paradigm, a network path to a server is identified by a so-called Uniform Resource Locator (URL) having a special syntax for defining a network connection. Use of an HTML-compatible browser (e.g., Netscape Navigator or Microsoft Internet Explorer) at a client machine involves specification of a link via the URL. In response, the client makes a request to the server (sometimes referred to as a "Web site") identified in the link and, in return, **receives in return a document or other object formatted according to HTML.**

Fields fails to teach or disclose "verifying a format of the retrieved content by comparing a data structure of the retrieved content with a data structure defined in a schema file", as recited in claim 1. Since Fields does not disclose or suggest verification of format, there is no reason for Fields to disclose or suggest "rejecting particular content if the particular content format is not valid", as recited in claim 1.

Additionally, the Bernardo reference fails to disclose or suggest "verifying a format of the retrieved content by comparing a data structure of the retrieved

content with a data structure defined in a schema file", as recited in claim 1. Thus, Bernardo fails to correct the deficiencies of Fields.

Further, claim 1 recites "scheduling the particular content to be displayed at a scheduled time". The Office Action admits (page 8) that "Fields does not specifically teach scheduling at a specified time for publication." The Office Action continues (pages 8-9) "However, Bernardo teaches a Web site page content approval process, whereby said pages are sent to a designated user for approval pending publication, said approval subject to time limits." Applicant disagrees with this statement.

Bernardo does not disclose or suggest scheduling anything for display at a scheduled time. Instead, Bernardo discloses eliminating delay by setting time limits for an approval process. If the reviewer does not review the material within the specified time, (i) the material may well not have been displayed at all and (ii) it has not been displayed by a Web server. Setting time limits for an approval process is not the same as scheduling content for display at a scheduled time. As such, Bernardo fails to provide the elements for which Bernardo is cited.

For at least these reasons, Applicant respectfully submits that claim 1 is allowable over Fields in view of Bernardo. Given that claims 2-11 depend from claim 1, Applicant respectfully submits that those claims are likewise allowable over Fields in view of Bernardo for at least the reasons discussed above.

As amended, Claim 12 recites:

A computer executable method comprising:  
identifying a plurality of content providers;  
determining whether each of the plurality of content providers has  
any new content to retrieve;  
retrieving new content from the plurality of content providers that  
have new content to retrieve;  
storing the retrieved content in a central database;  
scheduling the retrieved content to be displayed on a Web page at a  
scheduled time, wherein the scheduled time is based on an attribute  
associated with the retrieved content; and  
displaying the retrieved content on the Web page at the scheduled  
time.

Applicant submits that claim 12 is not taught, disclosed, suggested, or motivated by the cited references, alone or in any proper combination. In particular, the references fail to disclose or suggest "scheduling the retrieved content to be displayed on a Web page at a scheduled time, wherein the scheduled time is based on an attribute associated with the retrieved content; and displaying the retrieved content on the Web page at the scheduled time", as recited in claim 12. As noted above, the proposed combination of Fields and Bernardo fails to provide anything relative to "scheduling the retrieved content to be displayed on a Web page at a scheduled time", as recited in claim 12.

Further, the combination of references fails to disclose or suggest "determining whether each of the plurality of content providers has any new content to retrieve" or "retrieving new content from the plurality of content providers that have new content to retrieve", as recited in claim 12. The Office Action (page 9) states, "Fields teaches a host accepting content submissions from a provider. If the host doesn't receive a submission, it generally means nothing

new has been submitted.” As noted in the previous Response filed May 25, 2005, the Office Action fails to identify any portion of Fields that supports the second quoted sentence. That sentence appears to be speculative. Regardless of the validity of the statement, it fails to disclose determining whether each of the plurality of content providers has any new content to retrieve and retrieving the new content from the content providers. “Receiving new content” and “determining whether each of the plurality of content providers has any new content to retrieve” are very different functions. Claim 12 recites the positive actions of determining and retrieving, which are different from merely receiving content.

For at least these reasons, Applicant respectfully submits that claim 12 is allowable over Fields in view of Bernardo. Given that claims 13-19 depend from claim 12, Applicant respectfully submits that those claims are likewise allowable over Fields in view of Bernardo for at least the reasons discussed above.

As amended, Claim 20 recites:

A computer executable method comprising:  
identifying a plurality of content providers;  
identifying a storage location associated with each of the content providers;  
retrieving a file from each storage location, wherein the file identifies any new content to retrieve from the storage location;  
if the file identifies new content to retrieve from the storage location:  
retrieving the new content;  
storing the retrieved content in a central database;  
scheduling the retrieved content to be displayed at a first scheduled time, wherein the first scheduled time is based on a first attribute associated with the retrieved content; and

scheduling the retrieved content to be removed at a second scheduled time based on a second attribute associated with the retrieved content.

Applicant submits that claim 20 is not taught, disclosed, suggested, or motivated by the cited references, alone or in any proper combination. The Office Action states (page 6) that claim 20 incorporates substantially similar subject matter as claimed in claim 1. Applicant disagrees with this statement, especially in view of the amendments to claim 20 entered above.

As noted in the previous Response filed on May 25, 2005, the Office Action fails to identify where either of the references disclose or suggest "identifying a storage location associated with each of the content providers", or "retrieving a file from each storage location, wherein the file identifies any new content to retrieve from the storage location" (emphasis added). The filter database disclosed in Fields does not disclose or suggest identifying storage locations for each content provider or retrieving a file that identifies new content to retrieve from the storage location. Applicant respectfully requests that the Office either identify where such limitations are disclosed in Fields or Bernardo, or allow claim 20.

Further, the cited references fail to disclose or suggest, alone or in combination, "scheduling the retrieved content to be displayed at a first scheduled time, wherein the first scheduled time is based on a first attribute associated with the retrieved content; and scheduling the retrieved content to be removed at a second scheduled time based on a second attribute associated with the retrieved content", as recited in claim 20. As discussed above, the cited references fail to disclose or suggest scheduling content to be displayed at a first scheduled time. Further, the cited references fail to disclose or suggest scheduling content to be



removed at a second scheduled time. Additionally, the cited references do not disclose or suggest that the first and second scheduled times are based on attributes associated with the retrieved content.

Applicant submits that the above-discussed elements of claim 20 are not disclosed or suggested by Fields or Bernardo, alone or in combination. For at least these reasons, Applicant respectfully submits that claim 20 is allowable over Fields in view of Bernardo. Given that claims 21-25 depend from claim 20, Applicant respectfully submits that those claims are likewise allowable over Fields in view of Bernardo for at least the reasons discussed above.

**As amended, Claim 25 recites:**

A content server comprising:  
a content collector configured to retrieve content from a plurality of content providers;  
a content verification tool coupled to the content collector, the content verification tool configured to verify content retrieved from the plurality of content providers; and  
a content scheduler coupled to the content collector, the content scheduler configured to schedule the received content for display and further to schedule the received content for removal.

Applicant submits that claim 25 is not taught, disclosed, suggested, or motivated by the cited references, alone or in any proper combination. For example, Applicant submits that the cited references fail to disclose or suggest "a content scheduler coupled to the content collector, the content scheduler configured to schedule the received content for display and further to schedule the received content for removal", as recited in claim 25. As discussed above,

Applicant submits that neither Fields nor Bernardo, alone or in combination, disclose or suggest a content scheduler that schedules content for display and schedules content for removal.

Regarding claim 25, the Office Action merely states (page 6) that “claim 25 reflects the apparatus comprising computer executable instructions used in performing the methods as claimed in claim 1, and is rejected along the same rationale.” Applicant disagrees with this statement, especially in view of the amendments to claim 25 entered above. The Office Action fails to identify any disclosure of Fields or Bernardo related to “a content scheduler coupled to the content collector, the content scheduler configured to schedule the received content for display and further to schedule the received content for removal”.

For at least these reasons, Applicant respectfully submits that claim 25 is allowable over Fields in view of Bernardo. Given that claims 26-30 depend from claim 25, Applicant respectfully submits that those claims are likewise allowable over Fields in view of Bernardo for at least the reasons discussed above.

As amended, Claim 31 recites:

A content processing system comprising:  
a content server configured to retrieve Web-based content from a plurality of Web content providers, wherein the content is defined in an extensible markup language (XML) file;  
a database coupled to the content server, the database configured to store content retrieved from the plurality of content providers; and  
a Web server coupled to the content server, the Web server including a content structure definition file that defines a proper format for the content, wherein the Web server is configured to maintain a plurality of Web pages that are generated using content stored in the database, and wherein each of the plurality of Web pages is displayed during a scheduled time period associated with content contained in each Web page.

Applicant submits that claim 31 is not taught, disclosed, suggested, or motivated by the cited references, alone or in any proper combination. For example, Applicant submits that the cited references fail to disclose or suggest "wherein each of the plurality of Web pages is displayed during a scheduled time period associated with content contained in each Web page", as recited in claim 31. As discussed above, Applicant submits that neither Fields nor Bernardo, alone or in combination, disclose or suggest displaying content at a scheduled time. Further, Applicant submits that neither reference, alone or in combination, discloses or suggests displaying Web pages during a scheduled time period. Neither reference makes any reference to a particular time period during which a Web page is displayed.

For at least these reasons, Applicant respectfully submits that claim 31 is allowable over Fields in view of Bernardo. Given that claims 32-33 depend from claim 31, Applicant respectfully submits that those claims are likewise allowable over Fields in view of Bernardo for at least the reasons discussed above.

As amended, **Claim 34** recites:

One or more computer-readable media having at least one physical media, the computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to:

retrieve content from a plurality of content providers, the retrieved content to be displayed in a Web page;

schedule the retrieved content to be displayed in the Web page at a first scheduled time based on a first attribute associated with the retrieved content; and

schedule the retrieved content to be removed from the Web page at a second scheduled time based on a second attribute associated with the retrieved content.

Applicant submits that claim 34 is not taught, disclosed, suggested, or motivated by the cited references, alone or in any proper combination. For example, Applicant submits that the cited references fail to disclose or suggest one or more processors to "schedule the retrieved content to be displayed in the Web page at a first scheduled time based on a first attribute associated with the retrieved content; and schedule the retrieved content to be removed from the Web page at a second scheduled time based on a second attribute associated with the retrieved content", as recited in claim 34. As discussed above, Applicant submits that neither Fields nor Bernardo, alone or in combination, disclose or suggest scheduling content to be displayed in a Web page at a first scheduled time. Further, Applicant submits that neither reference, alone or in combination, discloses or suggests scheduling content to be removed from the Web page at a second scheduled time. Additionally, the cited references do not disclose or suggest that the first and second scheduled times are based on attributes associated with the retrieved content.

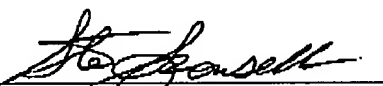
For at least these reasons, Applicant respectfully submits that claim 34 is allowable over Fields in view of Bernardo. Given that claims 35-38 depend from claim 34, Applicant respectfully submits that those claims are likewise allowable over Fields in view of Bernardo for at least the reasons discussed above.

**Conclusion**

Claims 1-38 are in condition for allowance. Applicant respectfully requests reconsideration and issuance of the subject application. Should any matter in this case remain unresolved, the undersigned attorney respectfully requests a telephone conference with the Examiner to resolve any such outstanding matter.

Respectfully Submitted,

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